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Career History

Education

- Doctor of Philosophy, The University of Hong Kong (2003-2006)
- Master of Philosophy, The University of Hong Kong (2001-2003)
- Bachelor of Social Sciences (1st Class Honours), The University of Hong Kong (1998-2001)

Work Experience

- Associate Professor, Division of Social Science, The Hong Kong University of Science and Technology (2015-present)
- Affiliate researcher, Center for Experimental Research in Social Sciences, Hokkaido University (2018-present)
- Visiting Researcher, Center for Experimental Research in Social Sciences, Hokkaido University (2017)
- Assistant Professor, Division of Social Science, The Hong Kong University of Science and Technology (2008-2015)
- Instructor I, Department of Psychology, The Chinese University of Hong Kong (2006-2008)

Research

Research Interests

- Environment and behavior:
environmental psychology, conservation psychology, human-nature relationship, environmental concern, pro-environmental behavior, cross-cultural environmental psychology, climate change opinion, climate policy support, climate change communication, climate change anxiety
- Culture and behavior:
cross-cultural psychology, cultural transmission, value socialization, cultural norms, cultural influence

Publications

Peer-reviewed journal articles (66 articles to date)

- **Tam, K-P.**, & Chan, H-W. (2023). Conspiracy theories and climate change: A systematic review. *Journal of Environmental Psychology*, *91*, 102129.
- **Tam, K-P.**, Chan, H-W., & Clayton, S. (2023). Climate change anxiety in China, India, Japan, and the United States. *Journal of Environmental Psychology*, *87*, 101991.
- Hui, M. K. Y., & **Tam, K-P.** (2023). Engaging urban residents in primate conservation: Impact of a conservation education intervention in Hong Kong. *Primate Conservation*, *37*, 155-164.
- Pong, V., & **Tam, K-P.** (2023). Relationship between global identity and pro-environmental behavior and environmental concern: A systematic review. *Frontiers in Psychology*, *14*, 1033564.
- Chan, H-W., & **Tam, K-P.** (2023). Political divide in climate change opinions is stronger in some countries and some U.S. states than others: Testing the self-expression hypothesis and the fossil fuel reliance hypothesis. *Journal of Environmental Psychology*, *87*, 101992.
- Chan, H-W., **Tam, K-P.**, & Hong, Y-y. (2023). Does belief in climate change conspiracy theories predict everyday life pro-environmental behaviors? Testing the longitudinal relationship in China and the U.S. *Journal of Environmental Psychology*, *87*, 101980.
- **Tam, K-P.**, Leung, A. K-y., & Koh, B. (2022). Perceived cultural impacts of climate change motivates climate action and support for climate policy. *Climatic Change*, *171*, 12.
- Huang, T., Leung, A. K-y., Eom, K., & **Tam, K-P.** (2022). Important to me and my society: How culture influences the roles of personal values and perceived normative values in environmental engagement via collectivistic orientation. *Journal of Environmental Psychology*, *80*, 101774.
- **Tam, K-P.** (2022). Gratitude to nature: Presenting a theory of its conceptualization, measurement, and effects on pro-environmental behavior. *Journal of Environmental Psychology*, *79*, 101754.
- Chan, H-W., Udall, A. M., & **Tam, K-P.** (2022). Effects of perceived social norms on support for renewable energy transition: Moderation by national culture and environmental risks. *Journal of Environmental Psychology*, *79*, 101750.
- Chan, S. H. M., Qiu, L., Esposito, G., Mai, K. P., **Tam, K-P.**, & Cui, J. (2021). Nature in virtual reality improves mood and reduces stress: Evidence from young adults and senior citizens. *Virtual Reality*.
- Chan, H-W., & **Tam, K-P.** (2021). Do people's assumptions about the social world matter? The effects of social axioms on environmental attitude and efficacy beliefs. *Journal of Environmental Psychology*, *75*, 101598.
- **Tam, K-P.**, Leung, A. K-y., & Clayton, S. (2021). Research on climate change in social psychology publications: A systematic review. *Asian Journal of Social Psychology*, *24*, 117-143.
- Jylhä, K., **Tam, K-P.**, & Milfont, T. (2021). Acceptance of group-based dominance and climate change denial: A cross-cultural study in Hong Kong, New Zealand, and Sweden. *Asian Journal of Social Psychology*, *24*, 198-207.
- Chan, H-W., & **Tam, K-P.** (2021). Exploring the association between climate change concern and mitigation behavior in different societies: A person-context interaction approach. *Asian Journal of Social Psychology*, *24*, 184-197.
- **Tam, K-P.**, & Milfont, T. L. (2020). Towards cross-cultural environmental psychology: A state-of-the-art review and recommendations. *Journal of Environmental Psychology*, *71*, 101474.
- **Tam, K-P.** (2020). Understanding the psychology X politics interaction behind environmental activism: The roles of governmental trust, density of environmental NGOs, and democracy. *Journal of Environmental Psychology*, *71*, 101330.
- Cheung, H., Mazeroole, L., Possingham, H., **Tam, K-P.**, & Biggs, D. (2020). A

methodological guide for translating study instruments in cross-cultural research: Adapting the connectedness to nature scale into Chinese. *Methods in Ecology and Evolution*, *11*(11), 1379-1387.

- Chan, H-W., Pong, V., & **Tam, K-P.** (2020). Explaining Earth Hour participation: The identity perspective and the theory of planned behavior. *Climatic Change*, *158*, 309-325.
- Ando, K., Sugiura, J., Ohnuma, S., **Tam, K-P.**, Hübner, G., & Adachi, N. (2019). Persuasion Game: Cross-cultural comparison. *Simulation and Gaming*, *50*, 532-555.
- **Tam, K-P.** (2019). Anthropomorphism of nature, environmental guilt, and pro-environmental behavior. *Sustainability*, *11*(19), 5430.
- Chan, H-W., Pong, V., & **Tam, K-P.** (2019). Cross-national variation of gender differences in environmental concern: Testing the sociocultural hindrance hypothesis. *Environment and Behavior*, *51*, 81-108.
- **Tam, K-P.**, & Chan, H-W. (2018). Generalized trust narrows the gap between environmental concern and pro-environmental behavior: Multilevel evidence. *Global Environmental Change*, *48*, 182-194.
- Nam, Y., Kim, Y-H., & **Tam, K-P.** (2018). Effects of emotion suppression on life satisfaction in Americans and Chinese. *Journal of Cross-Cultural Psychology*, *49*, 149-160.
- **Tam, K-P.**, & Chan, H-W. (2017). Environmental concern has a weaker association with pro-environmental behavior in some societies than others: A cross-cultural psychology perspective. *Journal of Environmental Psychology*, *53*, 213-223.
- Liu, Z., Liu, X-x., Hong, Y-y., Brockner, J., **Tam, K-P.**, & Li, Y-m. (2017). Is individual bribery or organizational bribery more tolerable in China (versus in the United States)? Advancing theory on the perception of corrupt acts. *Organizational Behavior and Human Decision Processes*, *143*, 111-128.
- Seo, M., Kim, Y-H., **Tam, K-P.**, & Rozin, P. (2016). I am dumber when I look dumb in front of many (vs. few) others: A cross-cultural difference in how audience size affects perceived social reputation and self-judgments. *Journal of Cross-Cultural Psychology*, *47*, 1019-1032.
- Fung, H. H., Ho, Y. W., Zhang, R., Zhang, X., Noels, K. A., & **Tam, K-P.** (2016). Age differences in personal values: Universal or cultural specific. *Psychology and Aging*, *31*, 274-286.
- Chan, H-W., & **Tam, K-P.** (2016). Understanding the lack of parent-child value similarity: The role of perceived norms in value socialization in immigrant families. *Journal of Cross-Cultural Psychology*, *47*, 651-669.
- Chiu, C-y., Gelfand, M. J., Harrington, J. R., Leung, A. K. Y., Liu, Z., Morris, M. W., Mu, Y., Shteynberg, G., **Tam, K-P.**, Wan, C., & Zou, X. (2015). A conclusion, yet an opening to enriching the normative approach of culture. *Journal of Cross-Cultural Psychology*, *46*, 1361-1371.
- **Tam, K-P.** (2015). Understanding intergenerational cultural transmission through the role of perceived norms. *Journal of Cross-Cultural Psychology*, *46*, 1260-1266.
- Leung, A. K-Y., Koh, K., & **Tam, K-P.** (2015). Being environmentally responsible: Cosmopolitan orientation predicts pro-environmental behaviors. *Journal of Environmental Psychology*, *43*, 79-94.
- **Tam, K-P.** (2015). Mind attribution to nature and pro-environmental behavior. *Ecopsychology*, *7*, 87-95.
- **Tam, K-P.**, & Chan, H-W. (2015). Parents as cultural middlemen: The role of perceived norms in value socialization by ethnic minority parents. *Journal of Cross-Cultural Psychology*, *46*, 489-507.
- **Tam, K-P.** (2015). Are anthropomorphic persuasive appeals effective? The role of the recipient's motivations. *British Journal of Social Psychology*, *54*, 187-200.
- Ng, H., Cheung, R., & **Tam, K-P.** (2014). Unraveling the link between narcissism and psychological health: New evidence from coping flexibility. *Personality and Individual Differences*, *70*, 7-10.

- **Tam, K-P.** (2014). Anthropomorphism of nature and efficacy in coping with the environmental crisis. *Social Cognition*, 32, 278-298.
- **Tam, K-P.** (2013). Dispositional empathy with nature. *Journal of Environmental Psychology*, 35, 92-104.
- **Tam, K-P.** (2013). Concepts and measures related to connection to nature: Similarities and differences. *Journal of Environmental Psychology*, 34, 64-78.
- **Tam, K-P.** (2013). Existential motive underlying cosmetic surgery: A terror management analysis. *Journal of Applied Social Psychology*, 43, 947-955.
- **Tam, K-P.,** Lee, S-L., & Chao, M. M. (2013). Saving Mr. Nature: Anthropomorphism enhances connectedness to and protectiveness toward nature. *Journal of Experimental Social Psychology*, 49, 514-521.
- **Tam, K-P.,** Shu, T-M., Ng, H. K. S., & Tong, Y-Y. (2013). Belief about immutability of moral character and punitiveness toward criminal offenders. *Journal of Applied Social Psychology*, 43, 603-611.
- Ng, H. K. S., **Tam, K-P.,** & Shu, T-M. (2013). Narcissism and punitiveness in a non-ego-threatening condition. *Personality and Individual Differences*, 54, 442-446.
- Kim, Y-H., Cai, H., Gilliland, M., Chiu, C-Y., Xia, S., & **Tam, K-P.** (2012). Standing in the glory or shadow of the past self: Cultures differ in how much the past self affects current subjective well-being. *Emotion*, 12, 1111-1117.
- **Tam, K-P.,** Lee, S-L., Kim, Y-H., Li, Y., & Chao, M. M. (2012). Intersubjective model of value transmission: Parents using perceived norms as reference when socializing children. *Personality and Social Psychology Bulletin*, 38, 1041-1052.
- **Tam, K-P.,** Leung, A. K. Y., Kim, Y-H., Chiu, C-Y., Lau, I. Y-M., & Au, A. (2012). The better-than-average effect in Hong Kong and the U.S.: The role of personal trait importance and cultural trait importance. *Journal of Cross-Cultural Psychology*, 43, 915-930.
- **Tam, K-P.,** Ng, H. K. S., Kim, Y-H., Yeung, V. W-L., & Cheung, F. Y-L. (2012). Attitudes toward cosmetic surgery patients: The role of culture and social contact. *Journal of Social Psychology*, 152, 458-479.
- Leung, A. K. Y., Kim, Y-H., Zhang, Z-X., **Tam, K-P.,** & Chiu, C-Y. (2012). Cultural construction of success and epistemic motives moderate American-Chinese differences in reward allocation biases. *Journal of Cross-Cultural Psychology*, 43, 46-52.
- **Tam, K-P.,** Lau, H. P. B., & Jiang, D. (2012). Culture and subjective well-being: A dynamic constructivist view. *Journal of Cross-Cultural Psychology*, 43, 23-31.
- Yang, Y-J., Chiu, C-Y., Chen, X., Cheng, S. Y. Y., Kwan, L., **Tam, K-P.,** & Yeh, K-H. (2011). Lay psychology of globalization and its social impact. *Journal of Social Issues*, 67, 677-695.
- Torelli, C. J., Chiu, C-Y., **Tam, K-P.,** Au, A., & Keh, H. T. (2011). Exclusionary reactions to foreign culture: Effects of simultaneous exposure to culture in globalized space. *Journal of Social Issues*, 67, 716-742.
- Leung, A. K. Y., Qiu, L., Ong, L., & **Tam, K-P.** (2011). Embodied cultural cognition: Situating the study of embodied cognition in socio-cultural contexts. *Social and Personality Psychology Compass*, 5/9, 591-608.
- Ng, H. K. S., **Tam, K-P.,** & Shu, T-M. (2011). The money attitude of covert and overt narcissists. *Personality and Individual Differences*, 51, 160-165.
- Fung, H. H., Ho, Y. W., **Tam, K-P.,** Tsai, J., & Zhang, X. (2011). Value moderates age differences in relationship orientation. *Personality and Individual Differences*, 50, 994-999.
- Wan, C., **Tam, K-P.,** & Chiu, C-Y. (2010). Intersubjective cultural representations predicting behavior: The case of political culture and voting. *Asian Journal of Social Psychology*, 13, 260-273.
- **Tam, K-P.,** Pak, T., Hui, H. C., Kwan, S-O., & Goh, M. (2010). Implicit person theories and change in teacher evaluation: A longitudinal field study. *Journal of Applied Social Psychology*, 40, 273-286.
- **Tam, K-P.,** & Lee, S-L. (2010). What values do parents want to socialize in their children:

- The role of perceived normative values. *Journal of Cross-Cultural Psychology*, 41, 175-181.
- Zou, X., **Tam, K-P.**, Morris, M. W., Lee, S-L., Lau, I. Y-M., & Chiu, C.Y. (2009). Culture as common sense: Perceived consensus versus personal beliefs as mechanisms of cultural influence. *Journal of Personality and Social Psychology*, 97, 579-597. (equal contribution)
- **Tam, K-P.**, Au, A., & Leung, A. K. Y. (2008). Attributionally more complex people show less punitiveness and racism. *Journal of Research in Personality*, 42, 1074-1081.
- **Tam, K-P.**, Leung, A. K. Y., & Chiu, C-Y. (2008). On being a mindful authoritarian: Is need for cognition always associated with less punitiveness? *Political Psychology*, 29, 77-92.
- **Tam, K-P.**, Lau, I. Y-M., & Chiu, C-Y. (2007). Terror management among Chinese: Worldview defense, and intergroup bias in resource allocation. *Asian Journal of Social Psychology*, 10, 93-102.
- Wan, C., Chiu, C-Y., **Tam, K-P.**, Lee, S-L., Lau, I. Y-M., & Peng, S. (2007). Perceived cultural importance and actual self-importance of values in cultural identification. *Journal of Personality and Social Psychology*, 92, 337-354.
- Wan, C., Chiu, C-Y., Peng, S., & **Tam, K-P.** (2007). Measuring cultures through intersubjective norms: Implications for predicting relative identification with two or more cultures. *Journal of Cross-Cultural Psychology*, 38, 213-226.
- Chen, J., Chiu, C-Y., Roese, N. J., **Tam, K-P.**, & Lau, I. Y-M. (2006). Culture and counterfactuals: On the importance of life domains. *Journal of Cross-Cultural Psychology*, 37, 75-84.
- Chiu, C-Y., Wan, C., & **Tam, K-P.** (2005). Basic psychological processes of social identification: The case of Hong Kong's return to China. *Sociological Studies (Chinese)*, 119, 202-227.
- **Tam, K-P.**, Lau, I. Y-M., & Chiu, C-Y. (2004). Biases in the perceived prevalence and motives of SARS prevention behaviors among Chinese high school students in Hong Kong. *Asian Journal of Social Psychology*, 7, 67-81.

Editorial matters

- **Tam, K-P.**, Leung, A. K-y., & Clayton, S. (2021). Social psychology of climate change in the Asian context: Introduction to special issue. *Asian Journal of Social Psychology*, 24, 113-116.
- **Tam, K-P.**, Leung, A. K-y., & Khan, S. (2021). The new normal of social psychology in the face of the COVID-19 pandemic: Insights and advice from leaders in the field. *Asian Journal of Social Psychology*, 24, 8-9.
- **Tam, K-P.** (2021). Statement from the new editor-in-chief. *Asian Journal of Social Psychology*, 24, 3-7.

Special issues edited

- **Tam, K-P.**, Leung, A. K-y., Khan, S, & Reese, G. (ongoing). Special issue on “Advancing the interface between research and practice in sustainable development” in *Asian Journal of Social Psychology*.
- **Tam, K-P.**, Leung, A. K-y., & Clayton, S. (2021). Special issue on “The Social Psychology of Climate Change in the Asian Context” in *Asian Journal of Social Psychology*.
- **Tam, K-P.**, Leung, A. K-y., & Khan, S. (2021). Special forum on “The new normal of social psychology in the face of the COVID-19 pandemic” in *Asian Journal of Social Psychology*.
- **Tam, K-P.**, & Milfont, T. (2020). Special issue on “Cross-Cultural Environmental Psychology” in *Journal of Environmental Psychology*.

Podcast hosted

- AJSP Editors Podcast (first 12 episodes). <https://ajsp-editors-podcast.castos.com/>.

Talks and Presentations

Keynote speeches and invited talks

- **Tam, K-P.** (2023, July). *Enriching research on environment and behavior with attention to culture*. In L. Li. (Chair), Culture and the environment. Invited symposium discussion at the 15th Biennial Asian Association of Social Psychology Conference. Hong Kong.
- **Tam, K-P.** (2023, June). *Enriching environmental psychology with cross-national comparisons*. Keynote speech and workshops at the 4th Summer School on Environmental Psychology, The Federal Agency for Nature Conservation, Germany. Isle of Vilm, Germany.
- **Tam, K-P.** (2022, April). *Enriching environmental psychology by considering the influence of culture*. Keynote speech at the XVI Conference of Environmental Psychology. Faro, Portugal.
- **Tam, K-P.** (2022, February). *Enriching the study of human-nature relationships with the concept of anthropomorphism*. Invited talk at the 11th Annual Sustainability Psychology Preconference, SPSP Annual Convention 2022. San Francisco, CA.
- **Tam, K-P.** (2021, October). *Publishing initiatives for a transforming world*. Invited talk at the Virtual Wiley Research Seminar. Wiley, Australia.
- **Tam, K-P.** (2021, May). *Understanding public engagement with climate change through the tension between national interest and global benefits*. In A. Fotopoulou, Y. Kashima, & E. Pacherie. (Chairs), Climate change: Addressing climate change and its psychological, ethical, and socio-economic challenges. Invited panel discussion at the 2021 Association for Psychological Science Virtual Convention.
- **Tam, K-P.** (2020, July). *Ramping up climate action: Challenges and opportunities in the time of pandemic*. Invited talk at the HKUST Global Webinar Series: Navigating a World of Disruption, The Hong Kong University of Science and Technology, Hong Kong, and National University of Singapore, Singapore.
- **Tam, K-P.** (2019, February). *Uncovering the role of the political context: The psychology X politics perspective on engagement in environmental activism*. Invited talk at Institute for Futures Studies. Stockholm, Sweden.
- **Tam, K-P.** (2018, June). *Uncovering the role of culture in phenomena regarding environmental concern*. In F. Kaiser (Chair), Environmental attitude: Troublemaker or silver bullet. Invited symposium presentation at the International Congress of Applied Psychology 2018. Montreal, Canada.
- **Tam, K-P.** (2017, December). *Intergenerational values transmission: The role of perceived norms*. Invited talk at Nara Women's University. Japan.
- **Tam, K-P.** (2017, June). *Enriching the understanding of human responses to environmental issues with insights from interpersonal psychology and cross-cultural psychology*. Invited talk at Nara Women's University. Japan.
- **Tam, K-P.** (2017, February). *Enriching the understanding of culture and psychology with the concept of perceived norms*. Invited talk at the Department of Behavioral Science, Hokkaido University. Japan.
- **Tam, K-P.** (2016, June). *Psychology matters for environmental conservation: From research to practice*. Keynote address at the 12th Annual Conference of Society for the Psychological Study of Social Issues. Minnesota, MN.
- **Tam, K-P.** (2016, January). *Magnitude of the gap between environmental awareness and pro-environmental behavior varies both within and between societies: A social dilemma analysis*. Invited talk at the Department of Behavioral Science, Hokkaido University. Japan.
- **Tam, K-P.** (2014, September). *Psychology for zoo education and environmental conservation*. Keynote speech at the 22nd Biennial Conference of International Zoo Educations Association. Hong Kong.
- **Tam, K-P.** (2014, February). *Construct development in research on human-nature relationship*. Invited speech at the Society for Personality and Social Psychology Sustainability

Psychology Preconference 2014. Austin, TX.

- **Tam, K-P.** (2013, October). *Psychology for environmental conservation*. Invited talk at the Zoological Operations and Education Division, Ocean Park. Hong Kong.
- **Tam, K-P.** (2013, July). *Psychology for environmental conservation*. Invited talk at WWF. Hong Kong.
- **Tam, K-P.** (2013, January). *Anthropomorphism of nature and efficacy in coping with the environmental crisis*. In A. E. White, & V. S. Y. Kwan (Chairs), The social cognition of global, modern disasters: Financial meltdowns, environmental crises, and viral pandemics. Invited symposium presentation at the 14th Annual Meeting of the Society of Personality and Social Psychology. New Orleans, LA.
- **Tam, K-P.** (2011, July). *Understanding cultural transmission*. In C-Y. Chiu (Chair), Intersubjective approach to culture and psychology: Issues and future directions. Invited roundtable discussion at the Asian Association of Social Psychology 9th Biennial Conference. Kunming, China.

Other talks and presentations (listing first-authored items only)

- **Tam, K-P.** (2024, February). *Constructive and defensive national attachment and climate action: A cross-national comparison*. Presentation at The Society for Personality and Social Psychology 2024 Annual Convention. San Diego, CA.
- **Tam, K-P.** (2022, June). *Perception of other countries' climate efforts motivates support for domestic climate policies*. Presentation at the APA Division 34 Inaugural Online Conference.
- **Tam, K-P.** (2021, July). *Understanding public engagement with climate change through the lens of national interest*. Presentation at the 14th Biennial Asian Association of Social Psychology Conference. Seoul, South Korea.
- **Tam, K-P.** (2019, July). *The social psychology of climate change in the Asian context*. Symposium (chairperson) at the 13th Biennial Asian Association of Social Psychology Conference. Taipei, Taiwan.
- **Tam, K-P.** (2019, July). *Uncovering the role of the political context: The psychology X politics perspective on engagement in environmental activism*. Presentation at the 13th Biennial Asian Association of Social Psychology Conference. Taipei, Taiwan.
- **Tam, K-P.** (2018, June). *Giving thanks to nature: Gratitude as a positive emotion that motivates pro-environmental behavior*. Presentation at the International Congress of Applied Psychology 2018. Montreal, Canada.
- **Tam, K-P.** (2016, July). *Understanding the role of cultural contexts on environmentalism*. Symposium (chairperson) at the 31st International Congress of Psychology. Yokohama, Japan.
- **Tam, K-P.** (2016, July). *Cross-national variations in the gap between environmental awareness and pro-environmental behaviors*. Presentation at the 31st International Congress of Psychology. Yokohama, Japan.
- **Tam, K-P.** (2015, August). *Gratitude toward nature: A positive emotion that motivates pro-environmental behavior*. Presentation at the 11th Biennial Conference on Environmental Psychology. Groningen, The Netherlands.
- **Tam, K-P.** (2014, February). *How people acquire intersubjective perceptions: Identifying multiple sources*. Presentation at the 15th Annual Meeting of The Society for Personality and Social Psychology. Austin, TX.
- **Tam, K-P.** (2013, September). *Anthropomorphizing nature: Implications for conservation ethics*. Presentation at the 10th Biennial Conference on Environmental Psychology. Magdeburg, Germany.
- **Tam, K-P.** (2013, January). *Anthropomorphizing nature: Implications for conservation ethics*. Presentation at the Society for Personality and Social Psychology Sustainability Psychology Preconference 2013. New Orleans, LA.
- **Tam, K-P., & Lee, S-L.** (2011, July). *The role of perceived normative values in parent-child values transmission*. Presentation at the Asian Association of Social Psychology 9th Biennial

Conference. Kunming, China.

- **Tam, K-P.**, & Lee, S-L. (2009, May). *The role of perceived normative values in parent-to-child value transmission*. Presentation at the Association for Psychological Science 21st Annual Convention. San Francisco, CA.
- **Tam, K-P.** (2005, April). *An alternative conceptualization of culture: The intersubjective consensus approach*. Presentation at the Asian Association of Social Psychology 6th Biennial Conference. Wellington, New Zealand.
- **Tam, K-P.** (2004, February). *Effects of mortality salience and ingroup identification on intergroup bias in resource allocation*. Presentation at the 5th Annual Meeting of The Society for Personality and Social Psychology. Austin, TX.
- **Tam, K-P.** (2003, July). *Birth as a means to manage death: An experimental social psychological approach to studying parenthood motives*. Presentation at the 2003 Hawaii International Conference on Social Sciences. Hawaii, HI.

Research Grants

Grants awarded as principal investigator

- General Research Fund, Research Grants Council of the Hong Kong Special Administrative Region. (16601122). *An Investigation of the Effectiveness of Dynamic Norm Messages in Promoting Public Support for Climate Policies*. Amount funded: HKD532,000 / approximately USD68,205. (1 January 2023 to 31 December 2025)
- Research Grant, Institute for Emerging Market Studies, The Hong Kong University of Science and Technology. (IEMS21IP01). *Pursuing resilience in indigenously engineered, yet vulnerable, Philippines and Indonesian rice farming landscape*. Amount funded: HKD200,000 / approximately USD25,641. (1 September 2021 to 31 August 2023) (co-PI)
- Sustainable Smart Campus (SSC) as a Living Lab Grant, The Hong Kong University of Science and Technology. *SmART Sounds*. Amount funded: HKD237,200 / approximately USD30,410. (1 April 2021 to 31 March 2023) (co-PI)
- VPRDO Development Grant for 2020 Sustainable Smart Campus (SSC) as a Living Lab, The Hong Kong University of Science and Technology. *A smart approach to promoting sustainable energy transitions: Micro-targeting behavioral change through digital nudging*. Amount funded: HKD100,000 / approximately USD13,000. (15 July 2020 to 14 July 2021) (co-PI)
- VPRDO Development Grant for 2020 Sustainable Smart Campus (SSC) as a Living Lab, The Hong Kong University of Science and Technology. *How does on-campus residence shape students? An empirical investigation with lessons for programme design*. Amount funded: HKD100,000 / approximately USD13,000. (15 July 2020 to 14 July 2021) (co-PI)
- HKUST-SJTU Joint Research Collaboration Fund, The Hong Kong University of Science and Technology and Shanghai Jiao Tong University. *Environmental governance and policy effectiveness*. Amount funded: HKD100,000 / approximately USD13,000. (1 September 2020 to 31 August 2022) (co-PI)
- Fiscal 2019 Grant for Japan-Related Research Projects, The Sumitomo Foundation. *Understanding public support for climate policies in Japan*. Amount funded: JPY1,500,000 / approximately USD14,000. (1 April 2020 to 31 December 2021)
- General Research Fund, Research Grants Council of the Hong Kong Special Administrative Region. (16602119). *An investigation of the effectiveness of a cultural sustainability frame in climate change communication*. Amount funded: HKD600,092 / approximately USD76,935. (1 September 2019 to 31 Aug 2022)
- Research Grant, Institute for Emerging Market Studies, The Hong Kong University of Science and Technology. (IEMS19HS02). *Public support for climate policy in China and India*. Amount funded: HKD125,000 / approximately USD15,925. (1 August 2019 to 31 July 2021)

- School-Based Initiatives Grant, School of Humanities and Social Science, The Hong Kong University of Science and Technology. (SBI19HS03). *An investigation of selective adoption of pro-environmental behavior*. Amount funded: HKD42,000 / approximately USD5,350. (01 May 2019 to 30 Apr 2021)
- Research Grant, Institute for Emerging Market Studies, The Hong Kong University of Science and Technology. (IEMS18BM01). *Understanding dispute resolution practices in emerging economies: A cross-nation comparison*. Amount funded: HKD300,000 / approximately USD38,217. (1 September 2018 to 31 August 2020) (co-PI)
- School-Based Initiatives Grant, School of Humanities and Social Science, The Hong Kong University of Science and Technology. (SBI18HS05). *Giving thanks to nature: An investigation into the role of gratitude toward nature in motivating pro-environmental behavior*. Amount funded: HKD42,500 / approximately USD5,450. (1 April 2018 to 31 March 2020)
- School-Based Initiatives Grant, School of Humanities and Social Science, The Hong Kong University of Science and Technology. (SBI15HS07). *When do environmental motivations lead to pro-environmental behaviors? An investigation on the role of cultural and socioecological factors*. Amount funded: HKD50,000 / approximately USD6,461. (1 December 2015 to 30 November 2016)
- General Research Fund, Research Grants Council of the Hong Kong Special Administrative Region. (HKUST641513). *Understanding how values are transmitted in families facing cross-cultural transition*. Amount awarded: HKD574,000 / approximately USD73,800. (1 January 2014 to 31 December 2016)
- Direct Allocation Grant, Research Grants Council of the Hong Kong Special Administrative Region. (DAG12HS04-13). *Anthropomorphizing nature and pro-environmental behavior*. Amount awarded: HKD15,000 / approximately USD1,930. (26 June 2012 to 25 June 2014)
- General Research Fund, Research Grants Council of the Hong Kong Special Administrative Region. (HKUST645311). *Anthropomorphizing nature and pro-environmental behavior*. Amount awarded: HKD446,972 / approximately USD57,460. (16 August 2011 to 15 August 2014)
- General Research Fund, Research Grants Council of the Hong Kong Special Administrative Region. (HKUST642909). *What values do parents prefer in their children? The role of social norms*. Amount awarded: HKD516,810 / approximately USD66,430. (01 September 2009 to 31 December 2011)
- Direct Allocation Grant, Research Grants Council of the Hong Kong Special Administrative Region. *How evidence for genetic predisposition to criminality affects forensic attitudes and judgments*. Amount awarded: HKD100,000 / approximately USD12,860. (01 April 2009 to 31 December 2011)
- Direct Allocation Grant, Research Grants Council of the Hong Kong Special Administrative Region. *How cosmetic surgery patients are socially perceived*. Amount awarded: HKD38,000 / approximately USD4,890. (16 December 2007 to 31 August 2008)

Grant awarded as co-investigator

- General Research Fund, Research Grants Council of the Hong Kong Special Administrative Region. (15606823). *From I believe to we believe: Understanding the behavioral impacts of belief in climate change conspiracy theories with a conspiracy belief–social identity model*. Amount funded: HKD820,735 / approximately USD105,500. (1 January 2024 to 30 June 2027)
- APSS Research Fund 2023, Department of Applied Social Sciences, The Hong Kong Polytechnic University. *Promoting climate change opinions and actions via conversionary pro-environmental behaviors: A longitudinal dyadic research*. Amount funded: HK\$1,000,000 / approximately USD128,000. (June 2023 to June 2026).

- General Research Fund, Research Grants Council of the Hong Kong Special Administrative Region. (16601022). *Energy insecurity in Hong Kong's vulnerable populations*. Amount funded: HKD817,928 / approximately USD104,862. (1 September 2022 to 30 August 2025)
- Mental Health Research Center Mini-Seed Grant, The Hong Kong Polytechnic University. *Anxiety associated with climate change: Testing an integrated model of climate anxiety*. Amount funded: HK\$500,000 / approximately USD64,103. (June 2022 to April 2024).
- Internal Research Grant, Singapore Management University. (C242/MSS16S). *The roles of culture-related co-benefits and cosmopolitan orientation in motivating pro-environmentalism*. Amount funded: SGD27,333.8 / approximately USD19,850. (1 October 2016 to 30 April 2018)
- Research Project Competition, The Hong Kong University of Science and Technology. *Hong Kong study of undergraduate learning and experience (HK SOUL): A panel study*. Amount awarded: HKD360,000 / approximately USD46,280. (30 June 2010 to 30 June 2012)

Teaching

Teaching Award

- Honorary mention, SOSC Teaching Award, Division of Social Science, The Hong Kong University of Science and Technology. (2022)
- Humanities and Social Science Best Teaching Award, School of Humanities and Social Science, The Hong Kong University of Science and Technology. (2012)

Teaching Grant

- Innovative Teaching Development Grant, The Hong Kong University of Science and Technology (050H-1213). *Learning knowledge application in the real world: Coursework as a platform for students to collaborate with practitioners*. Amount funded: HK\$153,287.50. (01 August 2013 to 30 September 2015)

Courses Taught

- Child Psychology (undergraduate)
- Discovering Mind and Behavior (undergraduate)
- Environmental Psychology (undergraduate)
- Environment and Human Behavior (postgraduate)
- Experimental Design (undergraduate)
- Fundamentals of Social Psychology (undergraduate)
- General Psychology (undergraduate)
- Introduction to Psychology (undergraduate)
- Introduction to Statistics (undergraduate)
- Psychological Testing (undergraduate)
- Psychology of Environmental Sustainability (undergraduate)
- Understanding Human Behavior (postgraduate)

Professional Services

Editorial Duties

Current

- Academic editor, PLOS Climate (2023-present)

- Associate editor, Royal Society Open Science (2022-present)
- Associate editor, PsyEcology (2021-present)
- Consulting editor, British Journal of Social Psychology (2023-present)
- Editorial advisory board member, Journal of Environmental Psychology (2017-present)
- Editorial board member, Global Environmental Psychology (2022-present)
- Editorial board member, Personality and Social Psychology Review (2023-present)
- Senior Editorial Advisor, Asian Journal of Social Psychology (2024-present)

Previous

- Associate editor, Asian Journal of Social Psychology (2018-2020)
- Associate editor, Journal of Pacific Rim Psychology (2020-2023)
- Consulting editor, Asian Journal of Social Psychology (2014-2017)
- Editorial board member, Journal of Pacific Rim Psychology (2017-2019)
- Editorial board member, PsyEcology (2020)
- Editor-in-Chief, Asian Journal of Social Psychology (2021-2023)
- Editorial review board member, Journal of Business Research (2020-2022)
- Managing editor, Journal of Psychology in Chinese Societies (2009-2011)
- Special forum editor, “The new normal of social psychology in the face of the COVID-19 pandemic: Insights and advice from leaders in the field,” Asian Journal of Social Psychology (2021)
- Special issue editor, “Cross-Cultural Environmental Psychology,” Journal of Environmental Psychology (2020)
- Special issue editor, “The Social Psychology of Climate Change in the Asian Context,” Asian Journal of Social Psychology (2021)

Peer Review

Grants

- Competitive Research Funding Schemes for the Local Self-financing Degree Sector, Research Grants Council of the Hong Kong Special Administrative Region
- General Research Fund and Early Career Scheme, Research Grants Council of the Hong Kong Special Administrative Region
- National Competitive Grants Program, Australian Research Council
- Social Psychology Program, National Science Foundation
- Social Sciences and Humanities Research Council of Canada

Journals (72 journals to date)

- Ambio
- Appetite
- Applied Environmental Education and Communication
- Asian Journal of Social Psychology
- Australian Journal of Psychology
- Basic and Applied Social Psychology
- Biodiversity and Conservation
- Biological Conservation
- British Journal of Social Psychology
- Climate Policy
- Climatic Change
- Communications Earth and Environment
- Consciousness and Cognition
- Conservation Biology
- Curator: The Museum Journal

- Current Directions in Psychological Science
- Current Research in Ecological and Social Psychology
- Developmental Psychology
- Discover Sustainability
- Ecology and Society
- Ecopsychology
- Emotion Review
- Energy Research and Social Science
- Environment and Behavior
- Environmental Communication
- Environmental Impact Assessment Review
- Environmental Politics
- Environmental Research: Climate
- European Journal of Social Psychology
- Frontiers in Psychology
- Global Environmental Change
- Global Environmental Psychology
- Imagination, Cognition and Personality
- International Journal of Intercultural Relations
- International Journal of Psychology
- Japanese Psychological Research
- Journal of Business Research
- Journal of Consumer Affairs
- Journal of Cross-Cultural Psychology
- Journal of Environmental Management
- Journal of Environmental Psychology
- Journal of Experimental Psychology: Applied
- Journal of Global Scholars of Marketing Science
- Journal of Pacific Rim Psychology
- Journal of Personality and Social Psychology
- Journal of Psychology in Chinese Societies
- Journal of Social and Political Psychology
- Journal of Social Issues
- Natural Resources Forum: A United Nations Sustainable Development Journal
- Nature Climate Change
- Nature Sustainability
- npj Climate Action
- People and Nature
- Personality and Individual Differences
- Personality and Social Psychology Bulletin
- Personality and Social Psychology Review
- Political Psychology
- Progress in Asian Social Psychology
- PsyCh Journal
- Psychology, Crime and Law
- SAGE Open
- Scandinavian Journal of Psychology
- Social Cognition
- Social Currents
- Social Psychological and Personality Science
- Society and Natural Resources
- Sustainability

- Sustainable Cities and Society
- Sustainable Production and Consumption
- The China Review
- The Lancet Planetary Health
- Travel Behaviour and Society

Consulting Services

Advisory positions

- Academic Advisory Board of Research Postgraduate Programmes, Graduate School, Hong Kong Shue Yan University. (2021-present)
- Advisor, Eat Without Waste Street Labs, ADM Capital Foundation (2023-present)
- Chairperson, Advisory Board for Bachelor of Social Sciences (Hons) in Business Psychology, Lingnan University. (2020-present)
- External Auditor (Course Assessment), Community Leap. (2023-present)
- Scientific Committee, Ocean Park Conservation Fund, Hong Kong. (2021-present)
- Program Advisor, Community Leap. (2022-2023)
- Behaviour Change Expert Advisory Group, WWF/TRAFFIC. (2018-2020)
- Advisory Panel, The Empathy Project, Woodland Park Zoo. (2018-2020)
- Project Advisory Group, Measuring Empathy: Collaborative Assessment Project, Point Defiance Zoo & Aquarium / Seattle Aquarium / Woodland Park Zoo. (2015-2018)
- Conservation Advisory Committee, WWF-Hong Kong. (2015-2017)

Consulting projects

- International Gibbon Day Exhibition, Kadoorie Farm and Botanic Garden Corporation (2021-2022)
- Don't feed wild animals, Ocean Park Conservation Foundation Hong Kong. (2018-2019)
- Coastal Watch: Program evaluation, WWF-Hong Kong. (2014-2016)
- Impact assessment of animal encounter programs, Ocean Park Hong Kong. (2014-2015)
- Earth Hour 2014: A psychological study, WWF-Hong Kong. (2013-2014)
- Internet Era Task Force, Hong Kong Christian Service. (2010-2012)

Judge, panelist, or speaker

- Speaker, Honours Academy, The Hang Seng University of Hong Kong (2022).
- Speaker, Joint University Campaign 2021, Hong Kong Sustainable Campus Consortium (2021).
- Panelist, Interdisciplinary Approach for Environmental Education – A Joint-Organization Sharing and Outdoor Teacher Professional Training Seminar, Conservancy Association, Green Power, Hong Kong Bird Watching Society, Ocean Park Academy, Outdoor Wildlife Learning Hong Kong and WWF-Hong Kong. (2019)
- Judge, The First Ocean Park International Conservation STEAM Competition, Ocean Park Hong Kong. (2019)
- Speaker, University Student Sponsorship Programme in Wildlife Conservation 2018-2019, Ocean Park Conservation Foundation Hong Kong. (2019)
- Speaker, Ocean Park Hong Kong. (2013)
- Speaker, WWF-Hong Kong. (2013)

University Services

Administrative RolesServices at the university level (current)

- Affiliated Faculty, BSc in Individualized Interdisciplinary Major, Interdisciplinary Programs Office (2020-present)
- Common Core Course Review Panel (2022-present)
- Human and Artefacts Research Ethics Committee (2023-present)
- Sustainable Smart Campus as a Living Lab Committee (2019-present)
- UROP Advisory Board (2018-present)

Services at the university level (previous)

- Committee on Student Affairs (2012-2013)
- Common Core Course Review Panel (2015-2016)
- Committee on Teaching and Learning Quality (2018-2022)
- Scholarship Committee (2015-2016)
- Selection Committee for the 2022 Common Core Teaching Excellence Award (2023)
- Selection Committee for the Michael Gale Medal for Distinguished Teaching (2013)
- Selection Committee for President's Cup 2020 (2020)
- Senate Committee on Undergraduate Studies (2020-2021)
- Task Force on Review of the Student Feedback Questionnaires (2019)
- Task Force on Sustainability Education (2015-2016)
- Working Group on Support for Students with Special Educational Needs (2015-2016)
- Working Group on Review of the Common Core Program (2021)

Services at the school level (current)

- Executive Committee (2019-present)

Services at the school level (previous)

- Selection Committee for the Humanities and Social Science Best Teaching Award (2013)
- UG Committee (2021-2022)
- UG Programme Committee (2010-2016)

Services at the division level (current)

- Search and Appointment Committee (2021-present)
- Program Committee, Master of Arts in Social Science (2022-present)
- Program Committee, Minor Program in Psychological and Behavioral Science (2019-present)

Services at the division level (previous)

- Divisional Seminar Series Committee (2013-2014)
- Executive Committee (2019-2021)
- Search and Appointment Committee (2010-2013, 2017-2018)
- Substantiation and Promotion Committee (2018-2019)
- Task Force on Review of the Quantitative Social Analysis Curriculum (2020-2021)
- UG and Curriculum Committee (2011-2012, 2014-2016, 2017-2019, 2021-2023)
- UG Student Liaison Committee (2015-2016)
- UG Program Coordinator/Chair, UG and Curriculum Committee (2019-2021)
- UG/Programme Planning Committee (2008-2010)
- Chair, QSA Curriculum Task Force (2020-2021)
- Webmaster (2016-2018)